

ABSTRACT OF THE DISCLOSURE

5 **APPARATUS, METHOD AND COMPUTER PROGRAM PRODUCT FOR
SELECTING A FORMAT FOR PRESENTING INFORMATION CONTENT
BASED ON LIMITATIONS OF A USER**

10 An apparatus, method and computer program product are provided for
automatically determining the limitations of an individual for receiving and
interpreting information and then providing information content to the individual in a
format that is understandable to the individual. The apparatus, method and computer
program product make use of a mechanism for identifying the limitations of the
individual. The mechanism may itself inform an information source of the limitations
15 of the individual or the mechanism may be used in conjunction with a user profile to
identify the limitations of the individual and the preferred information content format
to use with the individual. Based on this determination, a format for the information
content from the information source may be selected and used to output the
information content to the individual. The selection of the format may include
20 enhancing one or more aspects of a standard format and decreasing one or more other
aspects of the standard format.